

ORDER



Orders
Order / Rev: 168789
Alt Order #: 06862983
Product Desc: HOUSE MAJORITY PAC
Estimate: 2034
Flight Dates: 10/30/12 - 11/12/12
Original Date / Rev: 10/12/12 / 10/12/12
Order Type: GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE: Rachel Chason
Sales Office: P-PHL
Sales Region: National

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007-3674

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: House Majority PAC
Demographic: A35+
Product Codes: PL2
Priority: 3
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/09/12	66	\$60,150.00	\$51,127.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	66	\$60,150.00	\$51,127.50	0.00
Totals	66	\$60,150.00	\$51,127.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSTP-TV, LLC and KSAX-TV	93%	\$60,150.00
Market	100%	\$64,677.42

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KARE	0%	\$0.00
KMSP	0%	\$0.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	7%	\$4,527.42
WCCO	0%	\$0.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	M	10/30/12	11/02/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	- TWTF - -	:30	1	\$600.00	1	0.00	NM	1	\$600.00
5 EW NWS 530A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -			1		\$600.00			0.00			
2	M	10/30/12	11/09/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	- TWTF - -	:30	3	\$800.00	1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	M	10/30/12	11/09/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	- TWTF - -	:30	3	\$800.00	1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					3	\$800.00		0.00			
		Week: 11/05/12	11/11/12	- TWTF - -					1	\$800.00		0.00			
3	M	10/30/12	11/09/12	M-F GMA M-F GMA	CM	7-9a	- TWTF - -	:30	3	\$800.00	1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					3	\$800.00		0.00			
		Week: 11/05/12	11/11/12	- TWTF - -					1	\$800.00		0.00			
4	M	10/30/12	11/02/12	M-F 430-5a News M-F 430-5a News	CM	430-5a	- TWTF - -	:30	1	\$250.00	1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					1	\$250.00		0.00			
5	M	11/03/12	11/03/12	Sa 6-7a Sat 6a News	CM	6-7a	- - - - - S -	:30	2	\$500.00	2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S -					2	\$500.00		0.00			
6	M	11/03/12	11/03/12	SA GMA Sa GMA	CM	7-8a	- - - - - S -	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S -					1	\$1,000.00		0.00			
7	M	11/04/12	11/04/12	Su 6-7a Sun 6-7a News	CM	6-7a	- - - - - S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S					1	\$500.00		0.00			
8	M	11/04/12	11/04/12	SU GMA Su GMA	CM	7-8a	- - - - - S	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S					1	\$1,500.00		0.00			
9	M	11/04/12	11/04/12	Sun 8-9a Sun 8-9a	CM	8-9a	- - - - - S	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S					1	\$1,000.00		0.00			
10	M	10/30/12	11/09/12	M-F 9-10a Live with Kelly and Michael	CM	9-10a	- TWTF - -	:30	4	\$350.00	2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					4	\$350.00		0.00			
		Week: 11/05/12	11/11/12	- TWTF - -					1	\$350.00		0.00			
11	M	10/30/12	11/02/12	M-F The View M-F The View	CM	10-11a	- TWTF - -	:30	4	\$550.00	2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					4	\$550.00		0.00			
N 12	M	10/30/12	11/09/12	M-F Midday News M-F Midday News	CM	11a-12p	- TWTF - -	:30	4	\$350.00	2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					4	\$350.00		0.00			
		Week: 11/05/12	11/11/12	- TWTF - -					1	\$350.00		0.00			
N 13	M	10/30/12	11/02/12	M-F 2-3p 9/10-TFN Katie	CM	2-3p	- TWTF - -	:30	3	\$300.00	3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					3	\$300.00		0.00			
N 14	M	10/30/12	11/02/12		CM	3-4p	- TWTF - -	:30	4	\$225.00	2	0.00	NM	4	\$900.00

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M-F 3-4p Twin Cities Live														
TWIN CITIES LV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -				4	\$225.00		0.00			
15	M	10/30/12	11/02/12	M-F 4-430p Millionaire	CM	4-430p - TWTF - -	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -				3	\$450.00		0.00			
16	M	10/30/12	11/02/12	M-F 5-530p M-F 5-530p	CM	5-530p - TWTF - -	:30	3	\$800.00	2	0.00	NM	3	\$2,400.00
5 EW NW 5P MF														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -				3	\$800.00		0.00			
17	M	10/30/12	11/02/12	M-F 6-630p M-F 6-630p	CM	6-630p - TWTF - -	:30	3	\$1,200.00	2	0.00	NM	3	\$3,600.00
5 EW NW 6P MF														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -				3	\$1,200.00		0.00			
18	M	11/03/12	11/03/12	Sa 6-630p Sa 6-630p	CM	6-630p - - - - - S -	:30	1	\$800.00	1	0.00	NM	1	\$800.00
5 EW NWS E-SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S -				1	\$800.00		0.00			
19	M	11/04/12	11/04/12	Su 530-6p Su 530-6p News	CM	530-6p - - - - - S	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
5 EW NWS E-SUN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S				1	\$1,200.00		0.00			
N20	M	11/05/12	11/05/12	Mon Spcl 2 Dancing with the Stars	CM	7-9p M - - - - -	:30	1	\$7,500.00	3	0.00	NM	1	\$7,500.00
DWTS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M - - - - -				1	\$7,500.00		0.00			
21	M	10/30/12	10/30/12	Tuesday Prime B Happy End/Apt 23	CM	8-9p - T - - - - -	:30	1	\$6,000.00	2	0.00	NM	1	\$6,000.00
HAPPY ENDINGS/APT 23														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- T - - - - -				1	\$6,000.00		0.00			
22	M	11/02/12	11/02/12	Friday Prime A Shark Tank	CM	7-8p - - - - F - -	:30	1	\$2,000.00	2	0.00	NM	1	\$2,000.00
SHARK TANK-ABC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - F - -				1	\$2,000.00		0.00			
23	M	10/30/12	11/02/12	M-F, Su Late News M-F, Su 10-1035p	CM	10-1035p - TWTF - -	:30	3	\$1,400.00	2	0.00	NM	3	\$4,200.00
5 EW NWS 10PM<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -				3	\$1,400.00		0.00			
N24	M	11/03/12	11/03/12	Lt News Delay ABC Spo Late News Delayed	CM	1030-1105p - - - - - S -	:30	1	\$900.00	2	0.00	NM	1	\$900.00
5 EW NWS 10PM<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S -				1	\$900.00		0.00			
25	M	11/04/12	11/04/12	Su 1035-1105p Nws Sun 1035-1105p News	CM	1035-1105p - - - - - S	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00
5EWN LTE EDTN<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S				1	\$1,000.00		0.00			
26	M	10/30/12	11/02/12		CM	1035-1102p - TWTF - -	:30	4	\$800.00	3	0.00	NM	4	\$3,200.00

KSTP-TV, LLC and KSAX-TV